INDEX
VOLUME 8, Nos. 1-4

INDEX BY AUTHOR

ARMSTRONG, RICHARD A.
Public Affairs and Public Relations: Natural Allies ..... *Vol. 8 No. 1*, p. 13

BATEMAN, J. CARROLL
In Search of Morality ..... *Vol. 8 No. 2*, p. 26

BERNSTEIN, RICHARD
Selling the Stars ..... *Vol. 8 No. 1*, p. 22

FOX, JAMES F.
Integration: Public Relations Opportunity for Industry ..... *Vol. 8 No. 4*, p. 25

HARRIS, HOWARD F.
When Management Asks ..... *Vol. 8 No. 2*, p. 12

HEWENS, FRANK E.
How to Audit Your Public Relations ..... *Vol. 8 No. 4*, p. 32

HILLS, CAROL L.
The Dilemma of Public Relations Literature ..... *Vol. 8 No. 1*, p. 28

HOFFMAN, HUGH
A Management Perspective Toward Negro Economic Pressures ..... *Vol. 8 No. 4*, p. 19

KRIMEL, DONALD W.
Scanning the Professional Journals ..... *Vol. 8 No. 1*, p. 20
Vol. 8 No. 2, p. 34
Vol. 8 No. 3, p. 26
Vol. 8 No. 4, p. 31

MARSTON, JOHN
Needs in Public Relations Education ..... *Vol. 8 No. 3*, p. 16
And With All Thy Getting, Get Wisdom ..... *Vol. 8 No. 4*, p. 45

OLSON, NEIL B.
A Quest for New Muscle in Public Relations ..... *Vol. 8 No. 2*, p. 37

SAFIRE, WILLIAM
The Relations Explosion—Rise of the Maverick Manager ..... *Vol. 8 No. 3*, p. 7

SCOTT, ALAN
Communication and Miscommunication ..... *Vol. 8 No. 3*, p. 43

SIMON, RAYMOND
Research and Education (The Ivory Tower) ..... *Vol. 8 No. 1*, p. 26
Vol. 8 No. 2, p. 31
Vol. 8 No. 3, p. 41
Vol. 8 No. 4, p. 43

SMITH, JOHN H., JR.
Competitive Distinction ..... *Vol. 8 No. 2*, p. 7

SULLIVAN, ALBERT J.
The Value Systems of Public Relations ..... *Vol. 8 No. 1*, p. 5
(in three installments) *Vol. 8 No. 2*, p. 15
Vol. 8 No. 3, p. 28

TEVEN, IRWIN K.
Dealing With the "Difficult" Client ..... *Vol. 8 No. 3*, p. 21

YOUNG, WHITNEY M., JR. (An Interview)
Mass Persuasion on a Massive Scale ..... *Vol. 8 No. 4*, p. 9

INDEX BY TITLES

Book Reviews:

American Community Behavior ..... *Vol. 8 No. 1*, p. 30
Bacon's Publicity Checker ..... *Vol. 8 No. 1*, p. 33
Vol. 8 No. 4, p. 50
Better Communications for Better Health ..... *Vol. 8 No. 2*, p. 38
Breaking Into Print ..... *Vol. 8 No. 2*, p. 40
Business Communications Principles and Methods ..... *Vol. 8 No. 3*, p. 43
Comfortable Words ..... *Vol. 8 No. 2*, p. 40
Communications, Patterns and Incidents ..... *Vol. 8 No. 3*, p. 44
Complete Guide to Making a Public Stock Offering ..... *Vol. 8 No. 3*, p. 48
Corporate Reporting for the Professional Investor ..... *Vol. 8 No. 1*, p. 32
Dynamics of Interviewing, The ..... *Vol. 8 No. 1*, p. 30

INDEX
VOLUME 8, Nos. 1-4

INDEX BY AUTHOR

ARMSTRONG, RICHARD A.
Public Affairs and Public Relations: Natural Allies ..... *Vol. 8 No. 1*, p. 13

BATEMAN, J. CARROLL
In Search of Morality ..... *Vol. 8 No. 2*, p. 26

BERNSTEIN, RICHARD
Selling the Stars ..... *Vol. 8 No. 1*, p. 22

FOX, JAMES F.
Integration: Public Relations Opportunity for Industry ..... *Vol. 8 No. 4*, p. 25

HARRIS, HOWARD F.
When Management Asks ..... *Vol. 8 No. 2*, p. 12

HEWENS, FRANK E.
How to Audit Your Public Relations ..... *Vol. 8 No. 4*, p. 32

HILLS, CAROL L.
The Dilemma of Public Relations Literature ..... *Vol. 8 No. 1*, p. 28

HOFFMAN, HUGH
A Management Perspective Toward Negro Economic Pressures ..... *Vol. 8 No. 4*, p. 19

KRIMEL, DONALD W.
Scanning the Professional Journals ..... *Vol. 8 No. 1*, p. 20
Vol. 8 No. 2, p. 34
Vol. 8 No. 3, p. 26
Vol. 8 No. 4, p. 31

MARSTON, JOHN
Needs in Public Relations Education ..... *Vol. 8 No. 3*, p. 16
And With All Thy Getting, Get Wisdom ..... *Vol. 8 No. 4*, p. 45

OLSON, NEIL B.
A Quest for New Muscle in Public Relations ..... *Vol. 8 No. 2*, p. 37

SAFIRE, WILLIAM
The Relations Explosion—Rise of the Maverick Manager ..... *Vol. 8 No. 3*, p. 7

SCOTT, ALAN
Communication and Miscommunication ..... *Vol. 8 No. 3*, p. 43

SIMON, RAYMOND
Research and Education (The Ivory Tower) ..... *Vol. 8 No. 1*, p. 26
Vol. 8 No. 2, p. 31
Vol. 8 No. 3, p. 41
Vol. 8 No. 4, p. 43

SMITH, JOHN H., JR.
Competitive Distinction ..... *Vol. 8 No. 2*, p. 7

SULLIVAN, ALBERT J.
The Value Systems of Public Relations ..... *Vol. 8 No. 1*, p. 5
(in three installments) *Vol. 8 No. 2*, p. 15
Vol. 8 No. 3, p. 28

TEVEN, IRWIN K.
Dealing With the "Difficult" Client ..... *Vol. 8 No. 3*, p. 21

YOUNG, WHITNEY M., JR. (An Interview)
Mass Persuasion on a Massive Scale ..... *Vol. 8 No. 4*, p. 9

INDEX BY TITLES

Book Reviews:

American Community Behavior ..... *Vol. 8 No. 1*, p. 30
Bacon's Publicity Checker ..... *Vol. 8 No. 1*, p. 33
Vol. 8 No. 4, p. 50
Better Communications for Better Health ..... *Vol. 8 No. 2*, p. 38
Breaking Into Print ..... *Vol. 8 No. 2*, p. 40
Business Communications Principles and Methods ..... *Vol. 8 No. 3*, p. 43
Comfortable Words ..... *Vol. 8 No. 2*, p. 40
Communications, Patterns and Incidents ..... *Vol. 8 No. 3*, p. 44
Complete Guide to Making a Public Stock Offering ..... *Vol. 8 No. 3*, p. 48
Corporate Reporting for the Professional Investor ..... *Vol. 8 No. 1*, p. 32
Dynamics of Interviewing, The ..... *Vol. 8 No. 1*, p. 30

Effective Communications ..... *Vol. 8 No. 3*, p. 43
Handbook of Public Relations ..... *Vol. 8 No. 2*, p. 39
Handbook of Small Group Research ..... *Vol. 8 No. 1*, p. 29
How to Succeed With Volunteers ..... *Vol. 8 No. 2*, p. 38
Human Side of Successful Communications, The ..... *Vol. 8 No. 3*, p. 44
Image, The ..... *Vol. 8 No. 4*, p. 46
Insull ..... *Vol. 8 No. 3*, p. 46
Practical Public Relations ..... *Vol. 8 No. 1*, p. 31
Pyramid Climbers, The ..... *Vol. 8 No. 1*, p. 29
Relations Explosion, The ..... *Vol. 8 No. 4*, p. 48
Religious Television: What to Do and How ..... *Vol. 8 No. 2*, p. 39
Science of Human Communications, The ..... *Vol. 8 No. 4*, p. 45
Successful Publicity and Public Relations in Real Estate ..... *Vol. 8 No. 2*, p. 39
Television Factbook ..... *Vol. 8 No. 3*, p. 48
Understanding Public Relations ..... *Vol. 8 No. 4*, p. 50
Uses of Power, The ..... *Vol. 8 No. 4*, p. 46
Voice of the People ..... *Vol. 8 No. 4*, p. 48
Who's Who in Advertising ..... *Vol. 8 No. 3*, p. 49

Articles:

A Management Perspective Toward Negro Economic Pressures
Hugh C. Hoffman ..... *Vol. 8 No. 4*, p. 19

A Quest for New Muscle in Public Relations
Neil B. Olson ..... *Vol. 8 No. 2*, p. 37

And With All Thy Getting, Get Wisdom
John Marston ..... *Vol. 8 No. 4*, p. 40

Communication and Miscommunication
Alan Scott ..... *Vol. 8 No. 3*, p. 43

Competitive Distinction
John H. Smith, Jr. ..... *Vol. 8 No. 2*, p. 7

Dealing With the "Difficult" Client
Irwin K. Teven ..... *Vol. 8 No. 3*, p. 21

Dilemma of Public Relations Literature
Carol L. Hills ..... *Vol. 8 No. 1*, p 28

How to Audit Your Public Relations
Frank E. Hewens ..... *Vol. 8 No. 4*, p. 32

In Search of Morality
J. Carroll Bateman ..... *Vol. 8 No. 2*, p. 26

Index, Volume 7 1962 ..... *Vol. 8 No. 1*, p. 35

Index, Volume 8 1963 ..... *Vol. 8 No. 4*, p. 53

Integration: Public Relations Opportunity for Industry
James F. Fox ..... *Vol. 8 No.4*, p. 25

Mass Persuasion on a Massive Scale
An Interview with Whitney M. Young, Jr. ..... *Vol. 8 No. 4*, p. 9

Needs in Public Relations Education
John Marston ..... *Vol. 8 No. 3*, p. 16

Public Affairs and Public Relations: Natural Allies
Richard A. Armstrong ..... *Vol. 8 No. 1*, p. 13

Research and Education
Raymond Simon ..... *Vol. 8 No. 1*, p. 26
Vol. 8 No. 2, p. 31
Vol. 8 No. 3, p. 41
Vol. 8 No. 4, p. 38

The Relations Explosion—Rise of the Maverick Manager
William Safire ..... *Vol. 8 No. 3*, p. 7

Scanning the Professional Journals
Donald W. Krimel ..... *Vol. 8 No. 1*, p. 20
Vol. 8 No. 2, p. 34
Vol. 8 No. 3, p. 26
Vol. 8 No. 4, p. 27

Selling the Stars
Richard Bernstein ..... *Vol. 8 No. 1*, p. 22

Value Systems of Public Relations (three installments)
Albert J. Sullivan ..... *Vol. 8 No. 1*, p. 5
Vol. 8 No. 2, p. 15
Vol. 8 No. 3, p. 28

When Management Asks
Howard F. Harris ..... *Vol. 8 No. 2*, p. 12